



Call Recording and Call Grading

Getting Started with Call Grading

All-Star Pro & Accountability members and coaching clients get one complimentary, detailed call evaluation per month. In order to take advantage of call *grading*, you must have call *recording*. If you don't have call recording in place, we offer an affordable solution which is discussed later in this document. If you do have call recording, once you provide us access we can begin grading.

How to Set Up Call Grading

1. Fill out this HIPAA Business Associate Agreement form:
<http://allstardentalacademy.com/business-associate-agreement>

2. Email info@allstardentalacademy.com the website address of your call recording service along with login credentials (username and password)
3. If you don't have call recording already set up, learn more about All-Star's service later in this brochure.

How to View Your Call Grades

Log into All-Star Dental Academy's Student Site and go to this link:

<https://students.allstardentalacademy.com/call-grades>

Once call grading is set up you will see calls and grades accumulate in your folder in your own dashboard view.

Home Courses Webinars Resources Notes Community **Call Grades** Support

Call Grades

Please note. This file viewer is intended for online review. PDF call grade scores do not contain PHI (Protected Health information) and are safe to download. Call recording MP3 files may contain PHI. We recommend you listen to the audio file but NOT download. Downloading or altering a call recording file without proper safeguards may constitute a HIPAA violation.

Start » Call Recording »

 2020_01_SCORE_21	 2020_01_RECORDING	 2019_11_SCORE_22	 2019_11_RECORDING
 2019_10_SCORE_16	 2019_10_RECORDING	 2019_09_SCORE_25	 2019_09_SCORE_18

Call Grading and Your Team

What to Tell Your Team About Call Grades

All-Star's call grading program is designed to provide feedback in a constructive and supportive way. The goal is to encourage improvement and growth, not to make anyone feel bad or find someone to blame. Call grading is a powerful way to gauge progress and identify areas of opportunity for growth. In the Quick Start Course, we discuss how to use the call grading form, and how to handle a call so that you score well and get the appointment.

How to Handle Team Resistance

It is common for teams to feel apprehensive about being monitored – it is human nature to feel nervous when evaluated. To make matters worse, team members may have had uncomfortable experiences with other training companies, bosses, or even childhood events where feedback was not handled skillfully. I would reassure

your team that both you and All-Star Dental Academy care about and want the best for them, and that there is a strong commitment to provide feedback with patience and compassion.

HIPAA Compliance

Once you receive your monthly call grade with the recorded call, you will access them in your convenient dashboard. Feel free to download and print the call evaluations. **However, we recommend you only listen to the recorded call and not download** it off our secure platform.

See Call Grade Examples at the end of this document.



Setting up Call Recording

Why Record your Calls?

Call recording is an excellent tool to monitor your team's phone call performance and improvement as they go through the All-Star program. The phone call is the entry point to your dental practice's success.

All-Star does not use *mystery calls* because of the questionable ethics around this tactic. Therefore, in order to get call *grading*, you must have call *recording*. If you do not have call recording, we can provide you an affordable option that starts at just \$50 per month to record your phone calls.

How Call Recording Works

Email info@allstardentalacademy.com to sign up for call recording. You will be provided a tracking number with your same area code. This number will forward to your current number and records phone calls. We recommend this number be posted on your website.

Does Call Recording Affect my Search Engine Optimization (SEO)?

It won't. We will provide you a DNI (dynamic number insertion) script that your webmaster installs on your website. This is Google's recommendation to avoid potential SEO issues. When search engines crawl your website, they will ignore the new number and use your old number for SEO and local search purposes.

All-Star Call Recording Service Features:

- Enhanced security for HIPAA/GDPR/PIPEDA compliance
- Ability to listen to all incoming calls, take notes, and share calls
- Call traffic statistics
- SEO protection

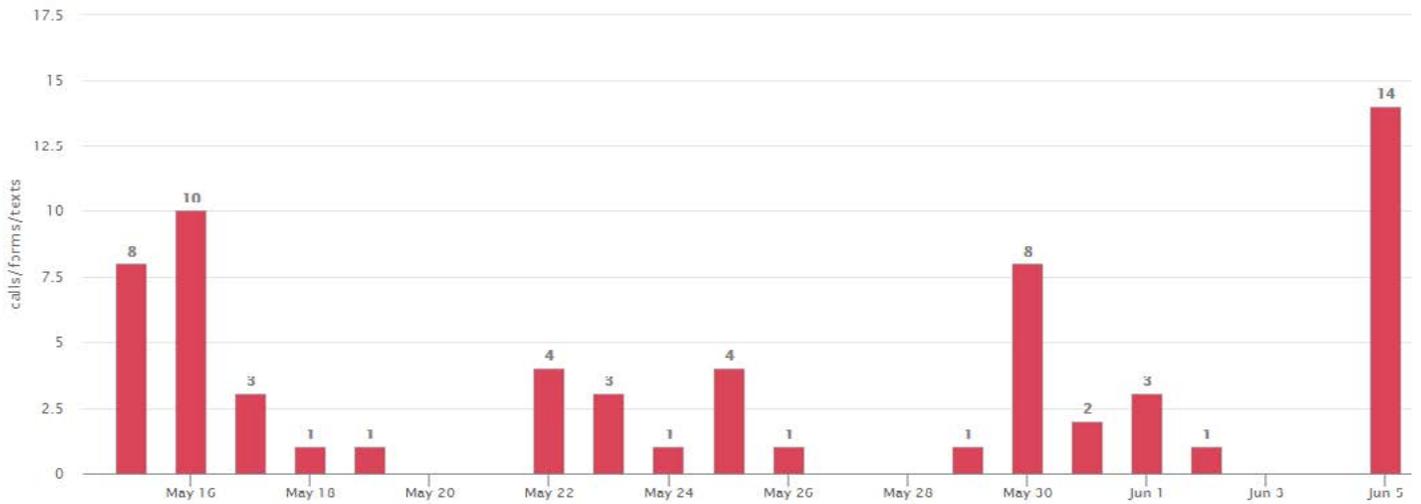
See the Call Recording Dashboard example below, and an example of call statistics on the next page.

Contact	Source	Session Data	Score	Audio	Metrics
Beltsville, VA (703) 752-8642 Arlington, VA US	Website (703) 870-3880	visitor data not available	Score	audio 01:23	Mon Jun 26th, 2017 08:08 AM answered
Beltsville, VA (703) 752-8642 Arlington, VA US	Website (703) 870-3880	visitor data not available	Score	audio 00:59	Thu Jun 22nd, 2017 04:58 PM answered
TEAM PLACEMENT (703) 820-8818 Alexandria, VA US	Website (703) 870-3880	visitor data not available	Score	audio 02:19	Tue Jun 13th, 2017 02:18 PM answered
CHANTILLY, VA (703) 450-8837 Annapolis Junction, VA US	Website (703) 870-3880	visitor data not available	Score	audio 04:12	Wed Jun 7th, 2017 06:15 PM answered
Bethesda, MD (301) 278-1327 Bethesda, MD US	Website (703) 870-3880	visitor data not available	Score	audio 05:08	Mon Jun 5th, 2017 03:37 PM answered
Batavia, NY (516) 343-2847 Batavia, NY US	Website (703) 870-3880	visitor data not available	Score	audio 01:01	Fri Jun 2nd, 2017 04:01 PM answered

Setting up Call Recording

Call Recording Statistics

Source ▼



Source	Total	Period Unique	Globally Unique	Ring Time (minutes)	Talk Time (minutes)	Duration (minutes)
totals	107	72	54	0:17 <small>avg</small> 31.18 <small>total</small>	2:30 <small>avg</small> 269.08 <small>total</small>	2:48 <small>avg</small> 300.27 <small>total</small>
100% Website	107 100.00%	72 67.29%	54 50.47%	0:17 <small>avg</small> 31.18 <small>total</small>	2:30 <small>avg</small> 269.08 <small>total</small>	2:48 <small>avg</small> 300.27 <small>total</small>
totals	107	72	54	0:17 <small>avg</small>	2:30 <small>avg</small>	2:48 <small>avg</small>

Call Grading and Your Team

Example Call Scoring



Team Member Name

Dentist or practice name

Date of evaluation

Please see page 2 for feedback on call!

G: GREETING

- Salutation / State your Name
- Transition Statement***
- Asked for Caller's Name
- Welcome
- Contact Phone Number
- Referral Source

Points for "G" 3 of 7 possible

R: RAPPORT

- Holding Less Than One Minute
- Paraphrased Caller Question(s)
- Asked Positive Open Ended Questions***
- Practiced Active Listening
- Used Caller's Name in Conversation***
- Professional Tone and Enthusiasm

Points for "R" 6 of 8 possible

E: ENGAGE

- Answering Common Questions or None asked
- Sharing the Sizzle***
- Overcoming Objections or None Stated

THE GREAT CALL™ GRADING SHEET NEW PATIENT CALLS

Evaluation Score

- 40 = All-Star Call
- 36 to 39 = GREAT Call
- 29 to 35 = Almost There!
- 21 to 28 = Needs Improvement
- 1 to 20 = Needs Coaching

GRAND TOTAL

21

OUT OF 40

A: ASK FOR APPOINTMENT

- Ask for the Appointment***
- Give Appointment Options
- Address Insurance
- Upgrade Appointment Type - *Omit if Not Applicable*
- Set "GREAT" Expectations***
- Create Urgency
- Get a Commitment

Points for "A" 7 of 9 possible

T: TAKE INFO

- Secondary Phone Number(s)
- Get Patient Email Address***
- Insurance Info - *Omit if you are Fee for Service*
- Medical History/Patient Paperwork
- Review and Summarize Appointment
- Additional Referral Source Info

Points for "T" 3 of 7 possible

--- OR ---

NO APPOINTMENT (4 points each)

- Asked for Appointment***
- Create Urgency***
- Ask for Email***
- Use Follow Up Verbiage***

Call Grading and Your Team

Example Feedback on a Call Grade



THE GREAT CALL™ GRADING SHEET

CALL GRADE FEEDBACK:

was very professional during the call.

gave a nice salutation in the beginning of the call, yet missed the opportunity to give a transition statement such as, "I'd be happy to help you with that. Do you mind if I ask a few questions so I can better assist you?" After this, could follow this order and ask for the caller's name, if they are a new or returning patient, welcome them, get their phone number, and referral source.

In 'Rapport,' did well when it came to using the caller's name during the conversation, actively listening, asking open ended questions, and having a professional and enthusiastic tone during the call. could work on paraphrasing the caller's questions. It is recommended that the caller be placed on hold for no longer than a minute.

'Engage' is where could share sizzle points about the office. This highlights the office and dentists. Examples include awards, special training, exceptional amenities, or things that just highlight the office to make it seem like a great place.

should directly ask for the appointment by saying, "Let's go ahead and get you scheduled" or "When can we get you scheduled?" This allows for an easier flow to the conversation. could also create urgency when booking the appointment. For example, she can say, "Dr. 'x' is typically booked up for several weeks but I do happen to have one appointment left on 'x' day."

was very helpful during the call and can improve her future calls as long as she watches the Phone Success Course again and reviews the GREAT Call Process criteria.